

## ABSTRACT

Methods, apparatus and system, including computer program products, implementing and using techniques for generating a ticket representing a selection of media files to be transferred from a content server to a playback device. A selection of one or more media files to be transferred to a particular playback device is received. Device identifying information for the particular playback device is received. A ticket based on the device identifying information is generated. The ticket is redeemable for the selected media files and the media files are formatted so that they can only be rendered on the particular playback device. Methods, apparatus and system, including computer program products, implementing and using techniques for redeeming a ticket representing a selection of media files to be transferred from a content server to a particular playback device are also described.

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